



# MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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## MAYOR BALLARD JOINED BY GOVERNOR DANIELS IN SUPPORT OF LEMONADE DAY AND ITS 10,000 YOUNG ENTREPRENEURS

*Visit a few of the thousands of stands on May 1 operated by youth participants*

INDIANAPOLIS – Mayor Greg Ballard today formally declared May 1, 2011, “Lemonade Day in Indianapolis.” On Lemonade Day young entrepreneurs across Indianapolis will open their lemonade stands for business after weeks of planning and learning the value of financial responsibility and philanthropy. The public is encouraged to visit a stand at various locations throughout the City, including the Governor’s Residence, designated Indy Parks’ properties, along the Monon Trail, and sites in local neighborhoods and Simon Mall properties.

Spearheaded by local inventor and entrepreneur Scott Jones, and presented by ChaCha, Ice Miller and the Indianapolis Star, Lemonade Day is a free citywide initiative designed to teach children how to start, own and operate their own business: a lemonade stand. The kids get to keep the money they make and are encouraged to save a little, spend a little, and share a little with charities. More than 10,000 youth will participate in Indianapolis this May 1.

A media route highlights unique stories about children participating in Lemonade Day. Jones, Indiana Pacers player Jeff Foster and others will visit stands and plan to enjoy a lot of lemonade!

## MEDIA ROUTE:

### **Boys & Girls Club of Indianapolis Set Up Stand at the Governor’s Residence**

*Location:* Governor’s Residence, 4750 N. Meridian St.

*Hours:* 10:30 a.m. – 11:30 a.m.

*Highlights:* Start off Lemonade Day with a glass of tasty lemonade from the Boys & Girls Club stand at the Governor’s Residence. Join Governor Mitch Daniels, Scott Jones, Indiana Pacers player Jeff Foster and others to purchase a cool glass of lemonade!



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*\*Note: To request a live shot, please email or call Jami Marsh at [jmarsh@thinkforwardfoundation.org](mailto:jmarsh@thinkforwardfoundation.org) or 691-2507.*

**Carrita Snags Prime Real Estate to Start Her Lemonade Biz!**

*Location:* Café Patachou, 49<sup>th</sup> Street and Pennsylvania Street

*Hours:* 11 a.m. – 1 p.m.

*Highlights:* Café Patachou server teaches her daughter that “location matters” when starting a lemonade business. Carrita hopes to capitalize on the high-traffic brunch spot to get a leg up on her competition! French toast and lemonade, anyone?

**Gabe’s First Business: A Big Step**

*Location:* 4157 Central Avenue, Indianapolis

*Hours:* 10:30 a.m. – 12:30 p.m.

*Highlights:* 7-year-old Gabe has Asperger Syndrome. Gabe’s mom says he hasn’t shown much interest in participating in community activities until Lemonade Day. His mom and “sales representative” says the program encourages visitors to help him interact with the public while learning about becoming an entrepreneur.

**Other stands to visit:**

**Nicholas and Friends’ Gourmet Lemonade Stand Opens for Business!**

*Location:* 4501 W. 38<sup>th</sup> St., Indianapolis

*Hours:* 11 a.m. - 4:30 p.m.

*Highlights:* Nicholas and his friends plan to offer “freshly squeezed lemonade & strawberry lemonade” at their stand. The kids will donate a portion of their profits to New Wineskin Ministries – Josiah's Legacy (Youth Church). Be sure to sample this gourmet lemonade!

**Greenbriar Elementary Kids Collaborate**

*Location:* Greenbriar Elementary, 8201 Ditch Road, Indianapolis, west parking lot (held in gym if raining)

*Hours:* Noon - 4 p.m.

*Highlights:* With more than 50 kids signed up for Lemonade Day, “teamwork” is the operative word for these young entrepreneurs.

**Lil’ Eric’s Lemonade!**

*Location:* Marsh Supermarket, 71<sup>st</sup> Street & Michigan Road

*Highlights:* Eric suffers from a lung disease that was nearly fatal last year. He was hospitalized at Riley Hospital and upon going home his family needed to purchase expensive medications that they couldn’t afford. They were able to utilize a fund at Riley established for families in this situation. Eric plans to donate 50 percent of his profits to Riley Hospital for this purpose.

**\*\*Lemonade Day Stand Map available upon request**

